

Competitive Landscape



BOWFLEX

hydrow™



LifeFitness

Price	✓ \$1,499	✓ \$1,499	✗ \$2,199	✗ \$2,245	✗ \$2,995	✗ \$7,999
Transportable	✓	✗	✗	✗	✗	✗
Footprint	✓	✗	✗	✓	✗	✗
Full Body Workout (Upper, Lower, Core)	✓	✓	✓	✗	✓	✓
No assembly required	✓	✗	✗	✗	✗	✗
Simple Maintenance	✓	✗	✗	✗	✗	✗

BodyFly, Inc. Proprietary Information



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